

The background features a dark blue and red gradient with glowing binary code (0s and 1s) and faint, semi-transparent financial charts including a candlestick chart and a line graph. The overall aesthetic is high-tech and data-driven.

Market Research & Strategy

YOUR COMPANY
NAME

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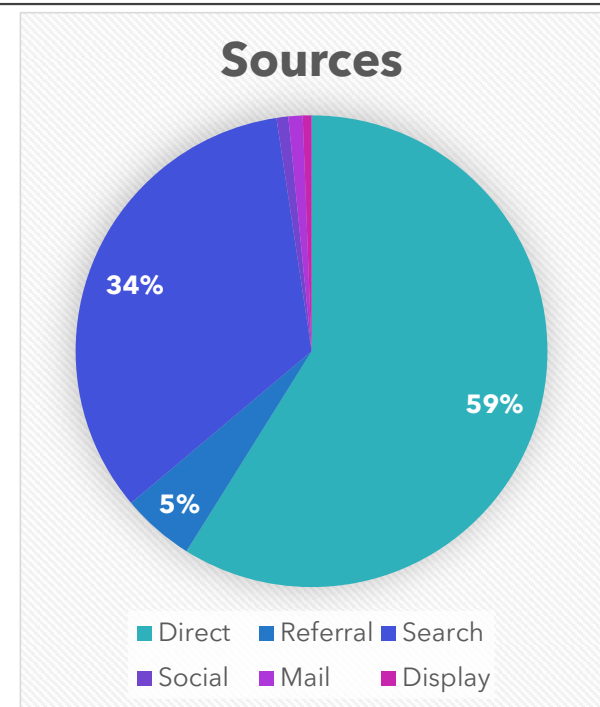
Competition Analysis

List of Competition Analyzed

Name	Year Founded	Headquartered	Estimated Employees	Global Rank	US Rank	Category Rank
ABC Corp	2014	San Francisco, CA	10 to 50	828	547	2
XYZ Inc	2013	San Francisco, CA	500 to 1000	763	156	1
Sun Corp	2013	Chicago, IL	1000 to 5000	955	184	3
Moon LLC	1999	New York City, NY		7788	1492	37
Milky Way	1995	New York City, NY	50 to 200	44155	13514	211
PQR Inc	2011	San Francisco, CA	500 to 1000	4460	854	18

Traffic Sources - Data

Name	Direct	Referral	Search	Social	Mail	Display
ABC Corp	55.36	2.83	39.49	1.39	0.36	0.57
XYZ Inc	60.46	6.70	30.29	1.16	0.82	0.58
Sun Corp	54.40	6.87	36.71	0.59	0.77	0.67
Moon LLC	64.46	2.48	31.91	0.43	0.36	0.36
Milky Way	65.03	4.80	26.95	0.50	2.71	0.00
PQR Inc	53.66	6.12	37.25	0.77	0.83	1.38



Traffic Sources - Inferences



Nearly 60% traffic comes directly

Offline marketing is very important
Customers come directly only when they know about us



Another 34% traffic comes through search

85% of total search traffic is organic
SEO must be TOP PRIORITY
Offline marketing is very important
Customers look for us when they know us



Another 5% traffic comes through referrals

Collaborations should be next action item
Traffic is referred when influencers & industry talk about us



Less than 3% traffic comes through social media, mail campaigns & display ads

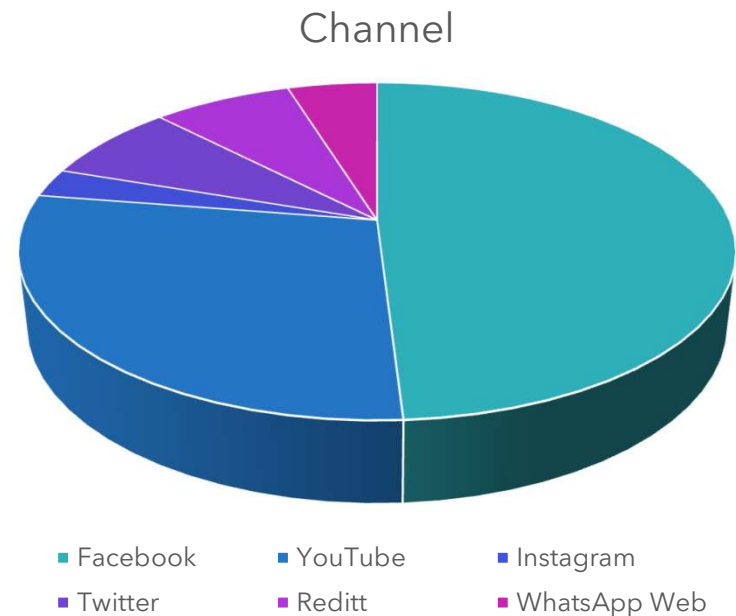
Usually BIGGEST budget spending
Save the big bucks for now
Low competition can offer opportunity in the future

Social Channels

COMPETITION
ANALYSIS

Social Channels - Traffic Data

Name	Facebook	YouTube	Instagram	Twitter	Redditt	WhatsApp Web
ABC Corp	77.14%	14.26%	2.42%	3.08%	0.90%	
XYZ Inc	61.32%	22.09%	1.83%	5.68%	4.33%	
Sun Corp	43.25%	30.25%	2.76%	9.48%	10.09%	
Moon LLC	25.67%	33.54%	4.01%	10.01%	20.76%	
Milky Way	35.39%	28.03%		1.97%		27.34%
PQR Inc	35.32%	33.28%	4.41%	12.20%	6.41%	

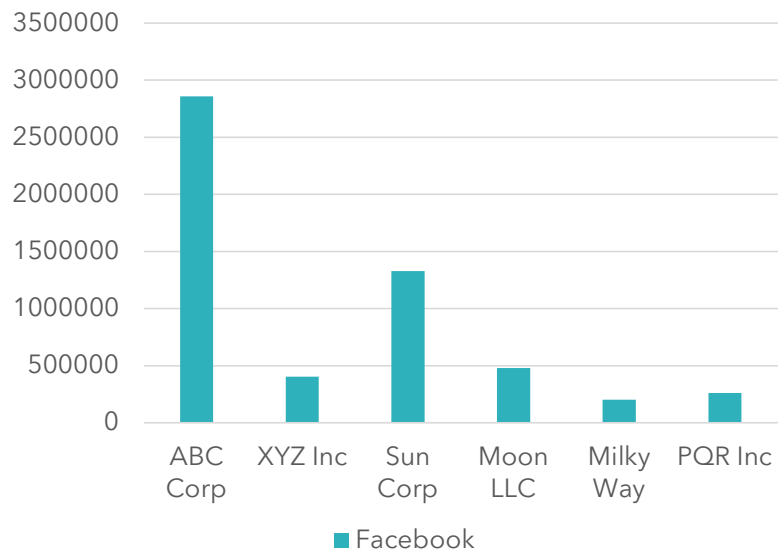


Company	Facebook	YouTube	Instagram	Twitter
ABC Corp	2858909	138000	440000	202300
XYZ Inc	403364	2750	120000	141300
Sun Corp	1328589	8650	85600	201900
Moon LLC	479325	1230	28800	256700
Milky Way	202564		8972	15900
PQR Inc	259910	2670	187000	141700

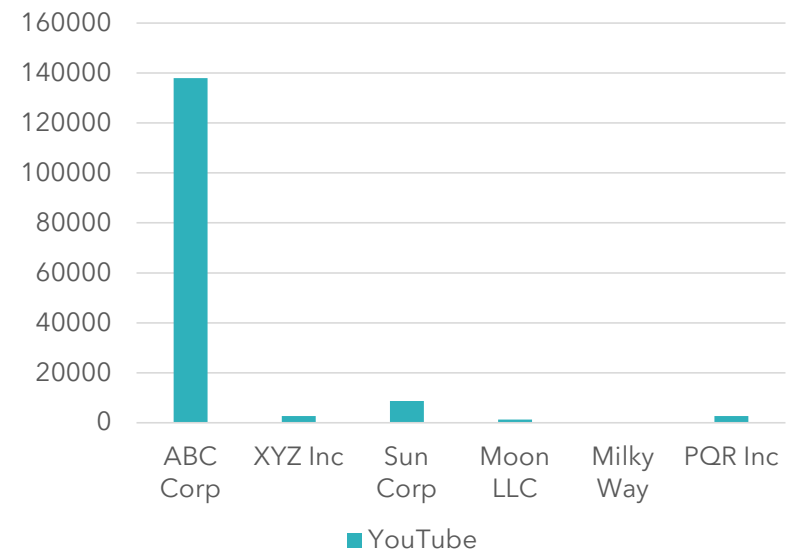
Social Channels - Following

Social Channels - Following

Facebook

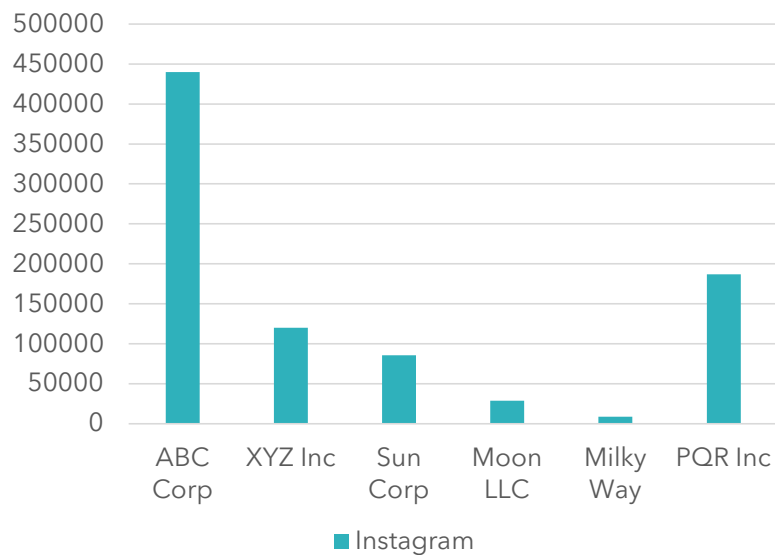


YouTube

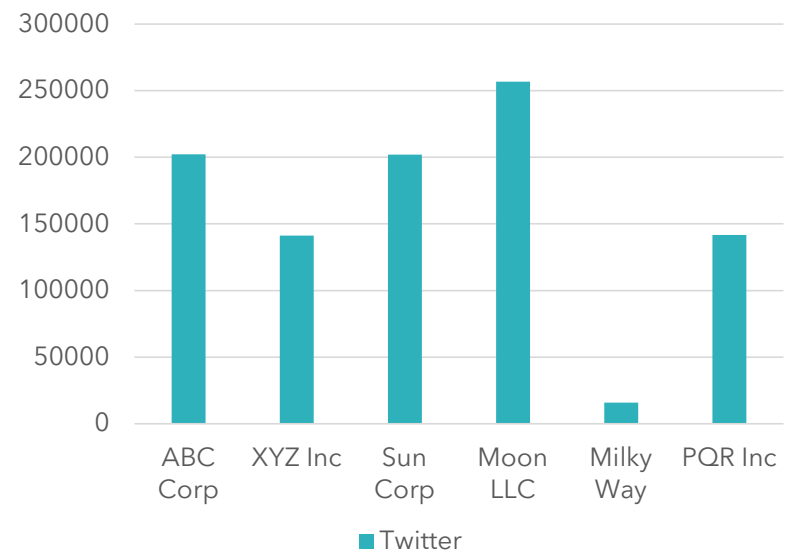


Social Channels - Following

Instagram



Twitter





Social Channels - Inferences

Competition Reviews

WHAT THEIR
CUSTOMERS SAY?

Customer Reviews - ABC Corp

Good

- Great experience with ABC Corp, had missing Stars and they credited me the amount
- I order my Stars. Gave a little tip and my Stars was sent quick. I'm a happy customer!
- Get discounts on your first order with ABC Corp.
- Always pleased with the service and convenience from ABC Corp
- ABC Corp charge a start-up fee, which is not collected until you are on their platform for 30days; and by then you have well made the money to cover that plus lots lots more.
- I can say that ABC Corp bring in almost triple the amount of orders when compared to Sun Corp & PQR Inc

Bad

- Order lost & not delivered
- Legitimate refund not given
- Horrific customer service
- App malfunctioning
- Delivery issues
- ABC Corp restaurant support team is as competent as a flipping rock.
- Their fees are too high. They charge back orders to restaurant that are listed as incomplete. We double-check all orders as complete when they go out the door but are then at the mercy of customers and drivers who claim we were the ones who screwed up an order.
- The biggest issue is that 30% taken out for ABC fees. It's a tough percentage to swallow. I'm also unable to charge a little extra for delivery vs my normal menu prices.

Customer Reviews - XYZ Inc

Good

- Orders come right on time every time! Seem to get the same Dasher most of the time and his customer service is wonderful!
- Very fast delivery. Driver was very nice.
- Driver messed up but within 7 minutes of lodging my complaint, XYZ Inc contacted me by phone and offered an \$11 credit on my next order
- Very easy to order and most of the time my dasher delivers our Stars within 25 mins.
- XYZ Inc is way better than XXXXXXXX and ABC Corp. No delivery cost for restaurant owner. strongly recommended

Bad

- You CANNOT instruct restaurants to replace vegetarian orders with meat orders!
- Placed an order and XYZ Inc REFUSED to work with me to correct the address. Order went undelivered.
- You may order Stars and have the order canceled for no good reason and then have to monitor your refund and haggle when it is always less.
- Very bad customer services
- They charged me 19.85 usd for an order i never placed, contacted customer service and they were incredibly rude, and told me to wait 48 hours for a response.

Customer Reviews - Sun Corp

Good

- Super convenient super reasonable and I'm very happy with there service
- Always been fast and courteous. Great Service. Timely and Deliverers Are Always Kind.

Bad

- Stars was delivered to the wrong address and left outside
- Never got Stars! Could not get hold of anyone.
- Driver sat for 20 minutes at another location AFTER picking up my Stars.
- I have tried to use Sun Corp twice now and both times my order is at least 25 min later than they said it would be.

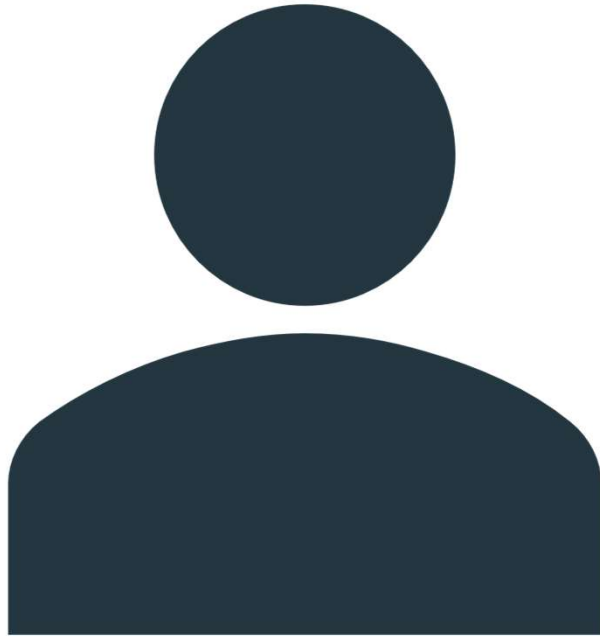
Customer Reviews - Moon LLC

Good

- Whenever my order is wrong i contact Moon LLC and they refund me.
- Both the app and website are user friendly and simple.
- It's very easy and I could customize my order
- So far I am very surprised at how simple and affordable this is.

Bad

- They deliver Stars late most of the time
- Repeatedly takes the order online charges your card.
- I ordered Stars 3 hours ago and I am still waiting for it.
- The site had me enter my paypal info before applying the promo code and charged the full price without applying the promo code.
- In the history of apps, this is the worst one ever designed
- Their customer service is a disgrace.



Buyer Personas

Entrepreneur Eli



- Demographics
 - 40+ Years Old
 - Married with children
 - Income > \$100000
- Lifestyle
 - Hectic work schedules
 - 7-day work week
 - Limited social life
- Interests
 - News And Media
 - Food And Drink > Restaurant & Delivery
 - Food And Drink > Food And Drink
 - Topics - News, Business, Finance, Business News, Financial News, International News, US News, Investing, Stocks, News General
- Where do they go for information?
 - Moderate Internet users
 - Google, Facebook, LinkedIn
- Challenges or Pain Points
 - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
 - Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
 - Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Hustling Hazel

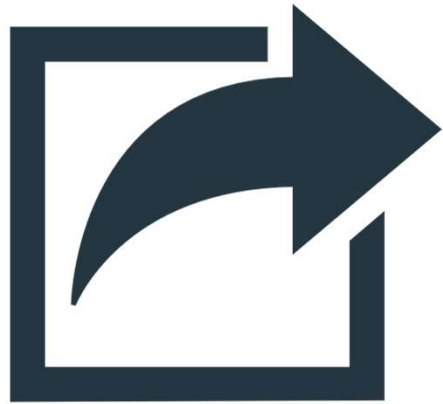


- Demographics
 - 24-35 Years Old
 - Single or living with partner
 - Income > \$75000
- Lifestyle
 - Busy but mindful
 - Health Conscious
 - Socially Engaged
- Challenges or Pain Points
 - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
 - Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
 - Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
- Interests
 - News And Media
 - Food And Drink > Restaurant & Delivery
 - Lifestyle > Fashion And Apparel
 - Food, Shopping, Restaurants, Menu, Online, News, Blog, Delivery, Travel, Health
 - Where do they go for information?
 - Heavy Internet users
 - Facebook, YouTube, Pinterest, Instagram, Blogs, Google

Busy Ben



- Demographics
 - 30-45 Years Old
 - Living with partner or married with children
 - Income > \$150000
- Lifestyle
 - Hectic work schedules
 - Health Conscious
 - Socially Active
- Interests
 - News And Media
 - Food And Drink > Restaurant & Delivery
 - Computers Electronics And Technology > Computers Electronics And Technology
 - Food, Shopping, Restaurants, Menu, Online, News, Blog, Business, Delivery, Travel, Health
- Where do they go for information?
 - Heavy Internet users
 - Google, Facebook, YouTube, Redditt, LinkedIn, Blogs
- Challenges or Pain Points
 - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
 - Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



YOUR COMPANY Offering

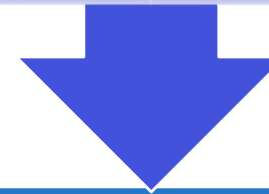
CURRENT BENCHMARKS & NEW PROMISE

New Promise
- YOUR
COMPANY
Offering

YOUR COMPANY is the only service that
will offer Stars on per order basis

All available Star
services require a
subscription

No available delivery
service offers ready
Stars



This will drive:

Higher traffic

Enhanced customer
loyalty



Digital Marketing

SUGGESTED CHANNELS, #HASHTAGS,
GOALS & KPIS

Digital Marketing – Suggested Channels

Social Media Channels (in order of priority)

- Facebook
- YouTube
- Pinterest
- LinkedIn
- Instagram
- Twitter
- Reddit

Collaboration

- Industry Influencers
- Other Industry Resources
- Sponsor a cause

Blog

- Almost all peers have a very active blog
- Makes a major part of social media communication

Referral Business

- Word of mouth works great within the community
- Can offer commercial advantage on recurring basis

Digital Marketing - #Hashtags



A #Hashtag is one of the most Powerful yet Underutilized tool on Social Media

Every post must include at least 2 to a maximum of 4 #Hashtags

Following are some #Hashtags being used by competition

- #Lorem #ipsum #dolor #sit #amet #consectetur #supportingcustomers #supportingcommunities

We must have 1 or 2 Signature #Hashtags associated with our brand. Some examples are:

- #YourCompany, #YourCompanyLife, #CompanyPrime

Digital Marketing — Influencers of Interest

Good Firms - <https://www.goodfirms.com>

G2 - <https://www.g2.com/>

Crowd Reviews - <https://www.crowdreviews.com>

Software Connect - <https://softwareconnect.com>

Consumer Affairs - <https://www.consumeraffairs.com>

Fit Small Business - <https://reviews.fitsmallbusiness.com>

Homebase - <https://joinhomebase.com/support>

Trust Pilot - <https://www.trustpilot.com/review>

Hotel Tech Report - <https://hoteltechreport.com>

Kitchen Rebel - <https://www.ktchnrebel.com/>

Top Ten Reviews - <https://www.toptenreviews.com>

Best Consumer Reviews - <https://www.bestconsumerreviews.com>

Super Market Perimeter - <https://www.supermarketperimeter.com>

Digital
Marketing -
Industry
Resources for
Collaborations

Eater - <https://www.eater.com/>

Women in Hospitality -
<https://www.womeninhospitalityunited.org/>

Chef's Feed - <https://www.chefsfeed.com/>

Chefs for farmers - <http://chefsforfarmers.com/>

Food Network - <https://www.foodnetwork.com/>

Chef's Resources - <https://chefs-resources.com/>

Food Innovation Network -
<https://foodinnovationnetwork.org/>

Digital Marketing - Goals

Year 1 Goal for each channel

- Facebook - 25000 Followers
- YouTube - 2000 Subscribers
- Pinterest - 10000 Views
- LinkedIn - 5000 Followers
- Instagram - 5000 Followers
- Twitter - 2000 Followers

Website Category Rank < 500 in Year 1

Year 1 Goal for Blog

- Publish 10 Self Articles
- Publish 5 Guest Articles
- 1000 Subscribers

Year 1 Goal for Influencers - 10 Influencer Videos, Reviews or Articles

35% Traffic through Social or Digital Media

20% Customers signed up for Referral Program



Social Traffic
Bounce Rate < 50%



Average Time spent
by Social Traffic > 3
minutes



Social Traffic
Conversion > 8%



Customer
Acquisition Cost <
0.25X



10% Revenue from
Referrals



Review of Digital
Marketing Goals



Suggested Review
Frequency -
Monthly

Digital Marketing - KPIs